



Virginia Green Partner Profile:



Vbnightlife.com Virginia Beach, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

Vbnightlife.com

"We are a web based business that provides an up-to-date, comprehensive list of nightlife events and activities in Virginia Beach. Our objective is to provide locals and tourists easy access to all nightlife activities and special events occurring year round in Virginia Beach."

Green Statement: "We are outraged by all the paper waste generated by the thousands of coupon books. Consequently, we decided to provide "green" discount coupons on our website. They are printable "as needed" thereby eliminating paper waste."

CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out emails or mailers to their membership about Virginia Green.
 - Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
 - Set a goal for recruiting their member facilities.
 - Include a Virginia Green feature in their newsletter or other publication.
 - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
 - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
 - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Have conferences at a Virginia Green Lodging facility, and let the facility know that they want a "green event!"
- Minimize copying and always make 2-sided copies
- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
- Use silverware instead of plastic utensils
- Use non-bleached napkins or maintain a supply of cloth napkins
- Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.
- Avoid box lunches – trays/platters of food are much less wasteful

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers instead of individual soaps
- Use high efficiency hand-dryers in restrooms
- Purchase recycled-content paper towels and toilet paper
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials
- Minimize the use of pesticides and herbicides
- Use a nutrient management plan that minimizes the use of fertilizers
- Use integrated pest management (IPM)

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - high efficiency dishwashers
 - low flow restrictors on faucets and showerheads
 - low flow toilets
 - waterless urinals
 - composting toilets
 - automatic faucets or toilets in public restrooms
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops
- Have an effective landscape management plan which utilize drought tolerant species, metering and rain gauges, and minimizes lawn areas
- Have an effective stormwater management plan including: rain gardens, pervious pavement, and the minimization of impervious areas (paving, concrete, etc)
- Have a green roof

- Have a rain garden
- Use cisterns, rain barrels, and/ or drip-line irrigation
- Maintain vegetative buffers around streams and ponds

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an “energy management system” in place to track and meter energy usage
- Calculate the pollution factors of their energy usage
- Evaluate existing ovens and other kitchen equipment for energy efficiency
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
 - high-efficiency hand-dryers
 - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have geothermal heating and cooling
- Have individual thermostats for each room/area
- Have installed additional insulation
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Generate electricity from photovoltaic solar panels
- Have a solar water heating system
- Generate electricity from a wind turbine
- Purchase *EnergyStar* computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Purchase “Green Tags” or “Renewable Energy Certificates” to support new renewable energy resources
- Used LEED criteria when developing new buildings
- Achieved LEED certification as a LEED building
- Are working to achieve LEED-EB (existing building) certification through operational changes and renovations
- Use fuel efficient vehicles or hybrid vehicles
- Use *EnergyStar’s* Benchmarking Tools for the Hospitality Industry

For more information on **vbnightlife.com**, see www.vbnightlife.com or contact **Nicole Maxino** at Nicole@vbnightlife.com.

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreeen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

